

REPORTS LARGE INCREASE IN SALES

The Reo Motor Car Company, Lansing, Mich., reports continued and remarkable progress during the current year. According to Advertising Manager W. L. Walte there has been an increase in the volume of gross list sales of 18 per cent. up to April 18, as compared with the same period of last year. Production for the period in question has amounted to 13,650 passenger cars and 4,566 trucks, as compared with 11,597 cars and 1,366 trucks last year.

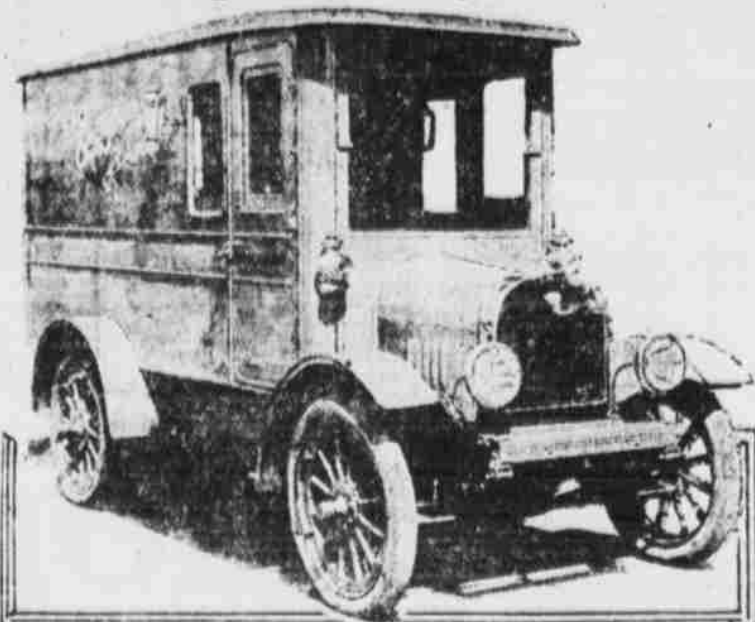
PREDICTS GREAT YEAR FOR AUTO INDUSTRY

Charles B. Sawyer, General Sales Manager of the Jackson Motor Company, Jackson, Mich., has just come to New York and the East from a trip through the Northwest. Mr. Sawyer finds there is a larger demand than ever for automobiles, regardless of the war and in the Northwest there is an enormous amount of money in the banks, especially in the farming sections. 1916 was the best year for an automobile sales standpoint that Omaha ever had and the same is practically true of this country. The officials of the Jackson Company keep in personal touch with their distributors, thereby assuring not only the owners, but prospective buyers, that the company is keeping at least abreast of the times.

CAR SHORTAGE FEARED BY MITCHELL OFFICIAL

President George Stone of the Mitchell Motor Company of New York

Light Delivery Truck With Special Body for Florists



The photograph shows a recent Van job put out by the Manhattan Motors Corporation. The special florist's body is mounted on a standard Van Truck chassis. The body is light blue with gold striping and social work on all corners. Radiator, lamps and fixtures are nickel.

In discussing the talk concerning the Government, confiscating privately owned automobiles, said: "That is all nonsense. If the Government did any commandeering of pleasure cars it would do it at the factories and not take over the second-hand cars of owners. 'Why, in one week the factories are turning out 20,000 cars and the Government would naturally want new and not used cars, so the result would be a shortage of cars for customers. 'As a matter of fact, even now, owing to the freight embargo, which is also affecting the express shipment of cars, there is great likelihood of there being a shortage of cars before summer.'"

NAME OBLIGATES CAR TO PATRIOTIC DUTY

"National cars for national duty" is the new slogan of the National automobile factory. The company asked its representatives throughout the United States to co-operate with it in serving the Government. In the large cities of the country, National cars have been used to assist in recruiting work. In some cities National cars have also been placed at the disposal of Red Cross and other patriotic organizations, according to William C. Poertner, the local distributor.

U. S. TIRES SMOOTH OUT ROUGH TEXAS ROADS

No incident shows more decidedly the preemption of modern methods throughout the State of Texas and the West than the recent substitution

of an automobile truck for the famous pony express. W. P. Wilson, an old rider who runs the express between San Antonio and Charlotte, has become an automobile owner and chauffeur.

ICE MINT

Rub a little something, cooling ice-mint on these poor, tired, swollen, burning feet. Ah, how cool, easy and comfortable it makes them feel. Instantly cures and relieves all those aching, burning, and painful callouses, hot blisters and you will want to dance for joy. No foolishness. Ice-mint will relieve any corn, whether hard, soft or between the toes, so that it can be lifted off easily with the fingers. There is no pain and not one bit of soreness when applying ice-mint, or afterward, and it doesn't even irritate the surrounding skin. Try it. Just ask in any drug store for a little ice-mint, and end your foot troubles for good. It costs little and acts so quickly and gently it seems like magic. You'll say so yourself.—Advt.



SPECIAL VALUES THURSDAY FROM The Annual May Sale of UNDERGARMENTS

Much Below Regular Prices

Stripe Satin Nightgowns
Empire model of stripe satin, trimmed with ribbon. 3.95

Handmade Philippine Nightgowns
Made of sheer nainsook, "V" or square neck, hand made and hand embroidered. 1.95

Silk Chemises
Pussy willow silk tailored chemises with ribbon shoulder straps and bows. 5.95

CORSETS and BRASSIERES

"Bontell" Corsets (Incomplete sizes)
In pink and white batiste with elastic insert at top. 1.95

"Bontell" Brassieres
Made of all over imitation fillet lace, fastening at back. .95

Special Sale—Broken Sizes—A Collection of Women's

LACE & BUTTON WALKING BOOTS

REDUCED TO

7.00

Pearl gray kid button shoes, welt soles, Louis XV heels.
Light gray suede lace shoes, welt soles, Louis XV heels.
Pearl gray kid lace shoes, turn soles, Louis XV heels.
Gun metal kid lace shoes, fawn or ivory suede tops.
Patent leather lace shoes with ivory or fawn suede tops, welt soles, Louis XV heels.

BONWIT TELLER & CO.

The Specialty Shop of Originations
FIFTH AVENUE AT 38TH STREET

ALL CARS TRANSFER TO "THE HOME OF TRUTH" Bloomingdale's

59th to 60th Street Lex. to 3d Av. Phone 3900

In the Greenhouses-on-Roof

50,000 Asst. Rose Bushes, 10c

Fruit Trees, Each 25c

Included are apple, pear, peach and plum trees.

Flowering Shrubs, 35c

Lilac, forsythia, deutzia, hydrangea, weigelia, almond, spirea, red dogwood, Kertia, Rose of Sharon, bridal wreath, strawberry bush, honeysuckle, Japan quince, snowball, mock orange.

Combination of 4 Fruit Trees, 65c

Our each of apple, pear, plum and peach.

5 Flowering Shrubs, 50c

One each of hydrangea, forsythia, lilac, bridal wreath, weigelia.

Combination for 50c

12 pks. flower seeds, 2 dahlia bulbs, 7 carnation bulbs, 10 oxalis bulbs, 12 gladiolus bulbs and 4 tuberoses.

Vegetable or Flower Seeds, Package, 3c and 5c

Lawn Grass Seed, Qt., 12c; Bushes, \$3.00

California Prunes, Each, 3c

100, \$2.75; Barberry, 19c

Express Mail Orders Filled. None C. O. D.

Greenhouses-on-Roof—Lex. to 3d Av. 59th to 60th St.

ALL CARS TRANSFER TO BLOOMINGDALE'S 59TH TO 60TH ST.



Auction Sale Every Day

A special feature in our Greenhouses-on-Roof is the sale of bulbs, shrubs, flowering plants and trees at auction by a licensed auctioneer. Select any merchandise you desire and it will be sold to the highest bidder. Sale begins at 2:30 P. M.

Hardy Plants, 5c

Hyacinths, oxalis, amaryllis, sedum, begonia, English ivy, geraniums, variegated funkias, etc., in pots 5 to 7 in. high. Tomato plants, a full box for \$1.00. Other vegetable plants at special prices.

Cut Flowers—Main Floor

Roses and Carnations, Each 3c

Floral Designs, \$1.00 and Up

Express Mail Orders Filled. None C. O. D.

Greenhouses-on-Roof—Lex. to 3d Av. 59th to 60th St.

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ALL CARS TRANSFER TO "THE HOME OF TRUTH" Bloomingdale's

59th to 60th Street Lex. to 3d Av. Phone 3900



The May Sale of White Muslin Underwear

Thousands of fresh, crisp undergarments gathered for this event. The values are truly exceptional, and we feel confident that you will be favorably impressed with the merchandise and prices. The more you buy—the greater your saving.

At 79c	Drawers	Corset Covers	Night Gowns	At 98c
Night Gowns, Envelope Chemises	20 styles at 19c 10 styles at 29c 25 styles at 39c 10 styles at 49c 10 styles at 59c 10 styles at 79c 10 styles at 98c 15 styles up to \$1.98	5 styles at 21c 35 styles at 29c 35 styles at 39c 75 styles at 49c 10 styles at 59c 10 styles at 79c 10 styles at 98c 20 styles up to \$1.98	3 styles at 49c 50 styles at 79c 200 styles at 98c 35 styles at \$1.49 35 styles at \$1.98 15 styles at \$2.98 10 styles at \$3.98 20 styles up to \$5.98	Night Gowns, Petticoats, Envelope Chemises, Drawers, Combinations, Corset Covers
A collection of sample garments—really extraordinary values at this price. Made of nainsook or cambric, trimmed with dainty lace or embroidery. Only one or two of a kind.	Petticoats 15 styles at 49c 20 styles at 79c 45 styles at 98c 20 styles at \$1.49 15 styles at \$1.98 15 styles at \$2.98 7 styles at \$3.98 25 styles up to \$5.98	Envelope Chemises 10 styles at 49c 50 styles at 79c 50 styles at 98c 25 styles at \$1.49 15 styles at \$1.98 4 styles at \$2.25 15 styles up to \$2.98	Combinations 10 styles at 79c 35 styles at 98c 15 styles at \$1.49 10 styles at \$1.98 5 styles at \$2.25 10 styles up to \$2.98	Fashioned of fine sheer nainsook or good grade cambric, embellished with dainty laces and neat embroideries.

Second Floor



Splendid Values—Suits Reduced to \$14.75

18 Styles—for Misses and Women

Altogether the most eloquent argument for owning a suit is this offering at a price that can never buy more in suits of quality.

They will impress you by their smart recent styles, fine fabrics, neat workmanship and good serviceable linings.

Materials are Gabardines, Poplins, Serges—in navy blue, gold, gray, tan, green, sand, also black.

Odd Size Suits—modish, good-looking models, in navy or black serge. Sizes 45 to 55.

Second Floor

Sport Coats and Garden Smocks

Special, \$1.39

Cool and comfortable smocks, as illustrated, of poppy-red "Knitamine," smocked in white. Soft satin collar and open cuffs.

Sport coats of gold or rose "Knitamine," collar and cuffs of white-and-gold or rose-and-gold. White sash, finished with tassels, slips through odd shaped pockets.

The above sport coats and smocks are specially priced at \$1.39—due to our special efforts to secure them to sell at this price.

Second Floor

Voile Blouses, 89c

5 Models

Exceptionally good blouse values featured in the May White Sale.

Cool, summery blouses, tastefully trimmed—altogether attractive.

Picture. Neatly tucked blouse, with triangular Venice medallions in collar, Val. edged.

Figured embroidery panels trim front and collar of another blouse, outlined in Val.

Dainty Val., combined with fine tuckings, trim the front of a blouse, collar and cuffs corresponding.

Spray embroidery voile blouse, with hemstitched vestee. Voile collar and cuffs outlined in Val.

3-button voile blouse, neatly tucked. Novel collar, trimmed with cluster buttons, outlined in Venice lace.

Second Floor

Bungalow Aprons and Coveralls

First on the housewife's list of necessities are these simple, neat aprons—always a comfort to the woman about the house. Equally comforting are the moderate prices.

Made of percales or gingham, figured, striped or checked. Many colors—light and dark—and designs. Plain or piping of contrasting color in neck and cuffs; belted and pocketed. 79c, 89c up to \$1.49—according to quality.

Extra Sizes, 89c, 98c, \$1.25, \$1.49

Figured or striped percale and gingham aprons, with or without bib. Light or dark shades, a variety of patterns, trimmed with contrasting piping, or plain, 50c and 59c.

Second Floor

Little Household Helps

A visit to our Housefurnishing Department will reveal scores of labor-saving devices such as dear old Grandmother never dreamed of.

The task of preparing fruit for the table is now only a matter of a few moments; here are strawberry hullers that prevent stained fingers and hull the berries without waste; pineapple cutters that nip the eyes out of the pineapple in a jiffy; orange and grape fruit knives that cut the fruit evenly and artistically. Corn slitters, apple corers and ever so many more interesting articles at small prices.

It would be impossible to enumerate them all; come and look around for yourself; you will find it worth while.

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AUTOMOBILES.

THE WESTCOTT SIX

Is in Its New Quarters

Salesroom 1848 Broadway at 61st St. (Circle Building)

Service Station 109-123 West 64th St. (Just West of B'way)

Limited Number of Cars at Present Prices

For Immediate Delivery

7 Passenger Westcott Touring Car, \$1690

Touring Sedan, \$2190

Prices Advance \$100 May 13th

WESTCOTT MOTOR CAR SALES CORP.

1848 Broadway at 61st St. Circle Building

PHONE COLUMBUS 8545

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AUTOMOBILES.

FEDERAL MOTOR TRUCKS

Sold and serviced here since 1910

Capacities 1, 1 1/2, 2, 3 1/2 and 5 tons.

17 Combinations of wheel base and loading space.

62% of all FEDERAL Truck Sales are repeat orders.

Over 600 in local use.

Morton W. Smith Co. Inc.

Main Truck Showroom and Service Station

136 to 146 West 52d St.

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